

## Message Text

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ACTION EUR-12

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R 051310Z JAN 78  
FM AMEMBASSY MOSCOW  
TO USDOC  
SECSTATE WASHDC 6324  
INFO AMCONSUL LENINGRAD  
AMEMBASSY VIENNA

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USDOC FOR BEWT/OEWTD (MURRIN)

DEPT. FOR EUR/SOV (EDGAR)

VIENNA FOR VONTILLIUS

E.O. 11652: N/A  
TAGS: BEXP, UR  
SUBJECT: SOVIET CHAMBER OF COMMERCE OFFICIAL COMMENTS ON  
POSSIBILITY OF USCO TRADE PROMOTION EVENTS OUTSIDE OF MOSCOW

REF: (A) MOSCOW 15211; (B) MOSCOW 7094; (C) USDOC 24197;  
(D) USDOC 24882; (E) MOSCOW 18734

SUMMARY: USCO STAFF DISCUSSED QUESTION OF EXHIBITING  
OUTSIDE OF MOSCOW WITH GENNADIY SOLNTSEV AND THREE OF  
HIS EXPOTSENTR COLLEAGUES AT DECEMBER 29 LUNCH IN MOSCOW.  
SOLNTSEV ASSERTED THAT THERE WOULD BE NO POSSIBILITY NOW  
OF INCLUDING LENINGRAD STOP FOR CARDIOLOGY S/M-E DUE TO  
SHORT LEAD TIME. IF NON-MOSCOW STOPS WERE DESIRED FOR  
FUTURE S/M-ES IT WOULD BE NECESSARY TO HAVE LITERATURE  
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AND ABSTRACTS OF SEMINAR PAPERS IN EXPORTSENTR'S HANDS AT  
LEAST THREE MONTHS PRIOR TO EVENT. WHILE SOLNTSEV AND  
CHAMBER OF COMMERCE (EXPOTSENTR) COLLEAGUES CITED NUMBER OF  
OBSTACLES TO NON-MOSCOW STOPS FOR S/M-ES, AT SAME TIME THEY  
MADE STRONG PITCH TO ENCOURAGE U.S. FIRMS' PARTICIPATION AT  
CHAMBER-SPONSORED SHOWS IN PROVINCIAL SOVIET CITIES. RE-  
GARDING RECENT SOVIET TRADE PROMOTION SEMINAR IN U.S.,

SOLNTSEV SAID THAT EVENT WAS USEFUL AND EXPRESSED GENERAL SATISFACTION WITH RESULTS. END SUMMARY.

1. IN RESPONSE TO COMATT'S QUERY REGARDING STATUS OF OUR NOVEMBER REQUEST TO ADD LENINGRAD STOP TO ITINERARY OF CARDIOLOGY S/M-3 (FEB. 20-24, 1978), SOLNTSEV SAID THAT IT WOULD NOT BE POSSIBLE TO INCLUDE LENINGRAD, ASSERTING THAT THERE WAS NOT ENOUGH TIME TO OBTAIN APPROVAL OF LENINGRAD AUTHORITIES AND FIND APPROPRIATE SEMINAR SITE. SEMINARS OUTSIDE OF MOSCOW WERE DIFFICULT TO ARRANGE SINCE EXPOTSENTR HAD TO RECEIVE TECHNICAL LITERATURE AND SEMINAR PAPERS SEVERAL MONTHS IN ADVANCE TO DETERMINE WHETHER OR NOT S/M-3 MIGHT BE OF INTEREST TO PROVINCIAL AUTHORITIES. COMOFFS QUERIED WHY IT WAS NECESSARY TO SUPPLY SUCH DETAILED INFORMATION TO REGIONAL AUTHORITIES FOR EVENT WHOSE MOSCOW PORTION HAD ALREADY BEEN APPROVED BY BOTH CO-SPONSORING MOSCOW MINISTRY AND STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY (GKNT). IF AN S/M-E THEME WAS INTERESTING TO APPROPRIATE MOSCOW MINISTRIES, WOULD IT NOT FOLLOW THAT SAME EVENT SHOULD BE OF INTEREST TO THOSE MINISTRIES' PROVINCIAL COLLEAGUES? SOLNTSEV AND HIS ASSOCIATES MAINTAINED THAT THIS WAS NOT NECESSARILY SO, INSISTING DISINGENUOUSLY THAT PROVINCIAL MINISTRIES AND MINISTERIAL BRANCHES FREQUENTLY HAD LIMITED OFFICIAL USE

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DIFFERING SETS OF PRIORITIES FROM THEIR HEAD OFFICES IN MOSCOW. COMOFFS POINTED OUT THAT IT WOULD BE ALMOST IMPOSSIBLE TO OBTAIN COMPLETE SETS OF LITERATURE AND, PARTICULARLY, FINAL SEMINAR PRESENTATION MANY MONTHS IN ADVANCE. INDEED, SIX MONTHS PRIOR TO EVENT WE GENERALLY DID NOT KNOW WHOM FINAL PARTICIPANTS WOULD BE. SOLNTSEV THEN BACKED OFF SAYING THAT IF IT WERE POSSIBLE TO SUPPLY EXPOTSENTR WITH "MOST" OF LITERATURE AND ABSTRACTS OF PAPERS THREE MONTHS PRIOR S/M-E IN QUESTION THIS WOULD BE SUFFICIENT ADVANCE NOTICE.

2. SOMEWHAT PARADOXICALLY SOLNTSEV THEN PROCEEDED TO MAKE STRONG PUSH FOR PARTICIPATION BY U.S. FIRMS IN NON-MOSCOW CHAMBER OF COMMERCE SPONSORED EXHIBITS. HE ASSERTED THESE SHOWS OFFERED EXCELLENT POSSIBILITIES FOR INTRODUCING NEW PRODUCTS INTO VARIOUS REGIONS OF USSR AND COULD EVEN BE PARTICULARLY ADVANTAGEOUS FOR SMALLER FIRMS WHO TENDED TO BE "OVERSHADOWED" BY BIGGER COMPANIES AT LARGE MOSCOW SHOWS.

SPECIFICALLY, SOLNTSEV SAID THAT IT MIGHT BE PARTICULARLY INTERESTING FOR U.S. WEST COAST FIRMS TO MOUNT EXHIBITS IN SOVIET FAR EAST AT EITHER NAKHODKA OR KHABAROVSK. AN AMERICAN SOLO EXHIBIT IN TASHKENT FEATURING MACHINERY FOR COTTON PROCESSING INDUSTRY WOULD ALSO BE WELCOMED. (SEE REFTEL B.)

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3. SOVIET MARKETING SEMINAR IN U.S.:

SOLNETSEV CHARACTERIZED RECENT SOVIET MARKETING SEMINAR IN U.S. IN WHICH HE PARTICIPATED AS "USEFUL" AND THOUGHT FUTURE SUCH EVENTS COULD MAKE IMPORTANT CONTRIBUTION TO DEVELOPMENT OF BILATERAL TRADE RELATIONS. HE REMARKED THAT LARGER AUDIENCES WOULD HAVE BEEN DESIRABLE, IN VIEW OF REPORTED 10,000 INVITATIONS TO CHICAGO SEMINAR DREW ONLY 150 PARTICIPANTS ON FIRST DAY. (HE APPARENTLY SAW MORE PEOPLE IN AUDIENCE THAN DID USDOC OBSERVERS, REFTEL (D).) SOLNTSEV VOICED DISAPPOINTMENT THAT MOST QUESTIONS RAISED

BY U.S. SEMINAR PARTICIPANTS CONCENTRATED ON  
ORGANIZATIONAL AND LEGAL ASPECTS OF SOVIET FOREIGN  
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TRADE WITH LITTLE EXPRESSED INTEREST IN EX-  
HIBITING IN USSR OR EXPLORING POSSIBILITY OF  
COMPENSATION ARRANGEMENTS WITH SOVIETS.

4. COMMENT: SOLNTSEV'S REMARKS ON LENINGRAD  
AND HOLLOW EXPLANATION AS TO WHY ADDITION OF  
NON-MOSCOW STOPS FOR S/M-3S NEED SUCH LONG AD-  
VANCE NOTICE STRIKE EMBASSY AS ADDITIONAL  
CONFIRMATION OF WHAT WE PERCEIVE AS PRONOUNCED  
SOVIET RELUCTANCE TO PERMIT EXPANSION OF S/M-E  
PROGRAM OUTSIDE OF MOSCOW. BELIEVE THAT FUTURE  
ARRANGEMENT OF SUCH STOPS WILL REQUIRE COMBINATION  
OF LONG ADVANCE LEAD TIME AND CONTINUED EMPHASIS  
IN DISCUSSIONS WITH SOVIET FOREIGN TRADE OFFICIALS  
BOTH IN MOSCOW AND WASHINGTON OF OUR STRONG DESIRE  
TO ADD NON-MOSCOW PORTIONS TO FUTURE S/M-ES. IN  
VIEW OF SOVIET ATTITUDES, IT DOES NOT APPEAR THAT  
WE WILL BE ABLE TO TAKE ANY OF THE S/M-ES SCHEDULED  
IN FY'78 OUTSIDE OF MOSCOW. REGARDING FY'79 EVENTS  
BELIEVE THAT NON-MOSCOW STOPS FOR S/M-ES SHOULD BE  
REQUESTED WHEN WE SUBMIT OUR FY'79 PROGRAM TO  
CHAMBER OF COMMERCE AND STATE COMMITTEE FOR SCIENCE  
AND TECHNOLOGY FOR THEIR APPROVAL. PLANNING  
SCHEDULE AND CUT OFF DATES FOR SUCH S/M-ES SHOULD  
THEN BE SET AT LEAST TWO MONTHS EARLIER THAN FOR  
EVENTS WHICH WILL BE HELD ONLY IN USCO.  
IF USDOC FAVORS ADDITION OF NON-MOSCOW PORTIONS TO EVENT ON  
FY'79 SCHEDULE, IT IS IMPERATIVE THAT ACTIVE CONSIDERATION BE  
GIVEN TO THIS NOW. WE THEREFORE STRONGLY SUGGEST  
THAT CONSIDERATION BE GIVE NOW, IN ADDITION TO  
KIEV FOOD PROCESSING S/M-3, TO "MINE SAFETY",  
FEB. 79 (PROPOSED IN MOSCOW 18734), SAY IN  
DONETSK OR OTHER COAL REGION.  
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5. CLEARLY, SOLNTSEV, IN PUSHING US TOWARD  
EXPOTSENTR-SPONSORED EVENTS OUTSIDE OF MOSCOW  
WHILE AT SAME TIME HOLDING BACK SUPPORT FOR USCO  
S/M-ES TO SENCOND CITIES, HAS HIS ORGANIZATION'S  
PRIORITIES CLEARLY FIXED. FROM EXPOTSENTR'S POINT  
OF VIEW, THERE WOULD APPEAR TO BE NO PERCENTAGE

(NOR HARD CURRENCY REVENUES) IN BEING FORTHCOMING  
WITH USCO IN OUR EFFORTS TO CAST A WIDER TRADE  
PROMOTION NET OUTSIDE OF MOSCOW.

6. GENERALLY SPEAKING, AS STATED IN REFTEL (A),  
WE REMAIN CONVINCED THAT OFFICIAL TRADE PROMOTION  
RESOURCES WILL BE MORE EFFECTIVELY UTILIZED THROUGH  
PARTICIPATION IN MAJOR INTERNATIONAL AND SPECIALIZED  
EXHIBITS IN MOSCOW. WE BELIEVE, HOWEVER, THAT NON-  
MOSCOW EXPOTSENTR EVENTS WARRANT OUR CONTINUED STUDY  
AND ATTENTION AND PROPOSE THAT ANOTHER EXPLORATORY BDO  
BE PLANNED AT NON-MOSCOW SHOW IN FY'79. ON  
QUESTION OF POSSIBILITY OF EXHIBITS IN SOVIET  
FAR EAST, EMBASSY AND USCO OFFICERS PLAN  
TO VISIT Khabarovsk and Nakhodka early in 1978  
TO SCOUT FACILITIES AND DISCUSS QUESTION WITH  
LOCAL OFFICIALS. EMBASSY SET FORTH PROS AND CONS  
OF POSSIBLE COTTON PROCESSING EQUIPMENT SOLO IN  
TASHKENT IN REFTEL (B) WHICH REMAINS A VALID  
EXPOSITION OF OUR OPINION ON VIABILITY OF THIS  
EVENT.

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## Message Attributes

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